

## ABSTRAK

Air merupakan salah satu sumberdaya alam yang memiliki fungsi sangat vital bagi kehidupan makhluk hidup yang ada di muka bumi. Untuk itu air perlu dilindungi agar dapat tetap bermanfaat bagi kehidupan manusia serta makhluk hidup lainnya. PDAM Tirta Fulawan sebagai penyedia jasa air bersih di Kota Sinabang Kabupaten Simeulue Provinsi Nanggroe Aceh Darussalam menghadapi beberapa masalah dalam melakukan pelayanan kepada konsumen. Permasalahan tersebut yaitu tingginya tingkat kehilangan air sebesar 32 %, rendahnya cakupan pelayanan, yaitu 50,57 % dan banyaknya keluhan masyarakat terhadap pelayanan PDAM. Berdasarkan hal tersebut akan dilakukan identifikasi terhadap pelayanan PDAM ditinjau dari sisi persepsi dan preferensi masyarakat

Water is one of the natural resources which has a very vital function for all the living beings on earth. Thus, water needs to be protected in order to still be able to be useful for the sake of humans and the other living creatures. PDAM Tirta Fulawan as the provider of clean water in Kota Sinabang, Kabupaten Simeulue, in Nanggroe Aceh Darussalam Province, are encountering several problems in giving service to their customers. The problems are the loss of water is quite high, which is 32%, and the lack of service coverage which is 50,57% which also make there're are many complaints made by customers. Because of that, there will be an identification on the service of PDAM according to society's perception and preferences.

Tujuan penelitian ini untuk mengetahui implementasi pelayanan PDAM Tirta Fulawan ditinjau dari persepsi dan preferensi masyarakat. Penelitian ini meninjau permasalahan PDAM Tirta Fulawan dalam melakukan pelayanan air bersih dan upayanya untuk menangani permasalahan yang ada dari aspek sumber daya air, sumber daya manusia dan aspek teknis. Karakteristik atau latar belakang dan persepsi serta preferensi masyarakat (pelanggan) diketahui dengan penyebaran kuesioner, kemudian dilakukan analisis pelayanan dari PDAM Tirta Fulawan dalam pemenuhan kebutuhan air bersih berdasarkan persepsi dan preferensi masyarakat.

The aim of this research is to know the impelentation of the service from PDAM Tirta Fulawan on the aspect of society's perception and preferences. This research observes the problem of PDAM Tirta Fulawan on giving services and their effort to solve existing problems from water resources, human resources, and technical aspects. The characteristic or the background and also society's perception and preferences will be known by the deployment of the questionaries, then do an analysis of service from PDAM Tirta Fulawan in fulfill the need of clean water according to society's perception and preferences.

Metode analisis yang digunakan yakni analisis kualitatif dan analisis kuantitatif. Analisis kualitatif digunakan untuk mengetahui permasalahan yang dihadapi PDAM Tirta Fulawan dan upayanya dalam pelayanan air bersih sesuai dengan harapan masyarakat (Pelanggan). Sementara analisis kuantitatif dengan analisis distribusi frekuensi untuk mengetahui frekuensi latar belakang/karakteristik masyarakat pelanggan dan persepsi serta preferensi masyarakat (pelanggan) terhadap pelayanan air bersih yang diterima dari PDAM Tirta Fulawan.

The method of the analysis that will be used are both qualitative and quantitative analysis method. Qualitative analysis will be used for knowing the problems that PDAM Tirta Fulawan are facing and their effort in giving services to satisfy consumers expectation. While quantitative analysis, using frequency distribution analysis will be used for knowing the frequency of society's background and their perception and preferences about the service that they get from PDAM Tirta Fulawan.

Hasil penelitian menunjukkan pelayanan PDAM berdasarkan persepsi masyarakat masih jauh dari yang diharapkan, dari kontinuitas air yang belum mengalir seharian, kualitas air yang tidak sesuai dengan standar air bersih. Preferensi masyarakat terhadap pelayanan PDAM Tirta Fulawan sesuai dengan standar pelayanan PDAM itu sendiri, dengan harapan debit air yang diterima besar, kualitas airnya standar air minum, dapat mengalir seharian, pemasangan meteran tidak lama, serta waktu antri pembayaran rekening cepat.

Rekomendasi kepada PDAM Tirta Fulawan dan Pemerintah Kabupaten Simeulue dalam hal meningkatkan pelayanan kepada masyarakat terhadap pelayanan air bersih, hal yang paling mendesak, ketersediaan sumber air baku dengan mencari alternatif sumber air baku pada Sungai Tanjung Raya dan Ujung Tinggi, untuk memenuhi kapasitas produksi instalasi pengolahan air yang sudah ada, penambahan jaringan distribusi kepada masyarakat yang belum terpasang jaringan dan teraliri air.

Results of the research shows that the according to society's perception, the service is still far from their expectation, from the continuity of the water continuity which hasn't flow all day yet, the quality of the water also hasn't fit the standard of clean water. Society's preferences toward the service of PDAM Tirta Fulawan is fit to the standard of PDAM Tirta Fulawan themselves, under expectation that the debit is considerable, the quality of the water is the same as drinkable water, flows all day, the installation of the water gauge doesn't take too much time, and the payment time is quick without too much line. Recommendation for PDAM Tirta Fulawan and the Government in charge in order to increase the quality of services towards society in giving clean water, the most urgent thing, the stock of water resources by searching for alternative raw resources at Tanjung Raya and Ujung Tinggi River, to fulfill the production capacity of water cultivation that has already exist, adding more distribution network to the society which hasn't got water.

**Kata kunci :** pelayanan, persepsi dan preferensi masyarakat, PDAM

**Keywords:** service, society's perception and preferences, PDAM